The University of Edinburgh
Job Description

1. Job Details
Job title: Campaign Public Relations Manager (Secondment from CPA)
School/Support Department: Development & Alumni
Line manager: Director of Development

2. Job Purpose
The purpose of the post is to manage external PR communications for the Development & Alumni Department, with primary responsibility to develop a PR and communications strategy for the Edinburgh Campaign, Enlightenment in the 21st Century – the largest fundraising campaign in the history of the University and one of the largest ever launched in the UK. The Campaign has three main goals:
1. Strengthen the financial standing of the University.
2. Increase access to quality in faculty, students, programmes and buildings.
3. Enhance the reputation of the University as one of the very finest teaching and research institutions in Europe and throughout the world.

The Campaign Public Relations Manager will take the leading role in developing the key messages of the Campaign.

3. Main Responsibilities

Strategic Planning and Management 40%
- To develop and implement an innovative and co-ordinated communications strategy for the campaign, continuing to develop the strategy as the project evolves, working with senior colleagues and key stakeholders to maintain the Campaign agenda at the heart of the University’s communications strategy.
- To have an overview of all external relations activities for the Edinburgh Campaign as well as the wider needs of Development & Alumni, and an overview of institutional external relations activities in order to co-ordinate the Public Relations campaign to maximum effect and avoid event clashes or conflicting messages.
- To exercise a considerable degree of autonomy and discretion in developing and implementing various PR sub-campaigns necessary to successfully complete the project.
- To support, and on occasion, deputise for the Vice Principal for Development / Director of Development.

Campaign Communications 30%
- To secure national and international high quality media coverage of the campaign.
- To use professional judgement and experience to manage any negative media coverage and take steps where possible to ameliorate the impact thereof.
- To write and / or commission all campaign communications, including the campaign casebook, securing the backing and engagement of the academic community in the writing of these campaign materials.
- To manage certain outside agencies who may provide support to the campaign eg video production company, market research, US based PR company.

Internal Communications 30%
- To liaise with the Communications Manager to implement an
integrated internal communications strategy.

- Using professional judgement and experience to manage relationships with other services within the University, including CPA and the Principal’s office, whose contributions are essential to the successful delivery of the campaign goals.
- To liaise with the Director and senior staff of CPA on major strategic issues to ensure excellent working partnership between CPA and Development & Alumni.

4. Planning and Organising
A key senior manager in the Development and Alumni team, the post holder will

1. Report to the Director of Development
2. Manage a campaign communications budget of up to £150,000 over a 2 year period.
3. Develop plans and strategies five years ahead.
4. On a weekly basis, agree with the team updated action plans and objectives and monitor their progress.
5. Prepare monthly reports and updates for the Director of Development and the Vice Principal for Development.
6. Evaluate and analyse the results of communications activities, levels of press coverage etc.

5. Problem Solving
Determining to what degree existing articulated perceptions among campaign stakeholders can be shifted and devising strategies to achieve this shift.
Creating a coherent entity out of numerous elements, and creating an identity for this.
Balancing the needs of the campaign with the ongoing PR needs of the institution.
Finding innovative ways of gaining media coverage.

6. Decision Making
The post holder will use professional judgement and experience to assess the most effective means of achieving public impact for the campaign and its goals. The post holder will be expected to act with a considerable degree of autonomy, while keeping the Vice Principal for Development and Director of Development informed of progress. The post holder will be expected to anticipate difficulties, take timely action to overcome obstacles and manage risk, particularly the risk of negative media exposure.

7. Key Contacts / Relationships
Stakeholder management is at the heart of campaign success. The post-holder will interact with senior external stakeholders as well as the most senior managers of the University. Contact with journalists will be central to the role.

8. Knowledge Skills and Experience
This postholder requires considerable experience of public relations, media campaigning and strategic planning. A detailed understanding of Universities as complex public sector organisations is essential.

9. Dimensions and Context
The Campaign aims to raise an additional £230m over five years from October 2006, to reach an overall target in excess of £350m. The project and the post will have a high profile within, and a high impact on, the University for the following reasons:

1. The funds raised in the campaign are central to achieving a number of key institutional objectives to further excellence in teaching, research, and infrastructure.
2. The campaign will significantly boost the University brand, establishing it as the leading national university in Scotland. The campaign and the articulated goals must be clearly communicated and broadly understood by the key stakeholders including faculty, students, administrators, alumni and social and political leadership within Scotland, the UK as well as the worldwide academic community.
3. There are a number of key strategic priorities agreed with the Principal and Vice Principals which form the Campaign, with a financial target in excess of £350m, which will be achieved from a broad community of commitment, including the Scottish Executive and other public sources, the private sector, and University funds.

4. Development and Alumni has raised c.£130m to date. The continued success of the campaign will depend on Communications and Marketing building on funding achievements to raise the profile of campaign amongst the broad constituency of the University, Alumni, Scottish Executive, major trusts and corporations, and other key funders and stakeholders.